

Message Text

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PAGE 01 BELGRA 00333 181208Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----041738 182105Z /73

R 181020Z JAN 78
FM AMEMBASSY BELGRADE
TO USIA WASHDC
USDOC WASHDC
INFO SECSTATE WASHDC 4533
AMCONSUL MILAN
AMCONSUL ZAGREB POUCH

UNCLAS BELGRADE 0333

E O 11652: N/A
TAGS: BEXP, IT, YO
SUBJECT: ZAGREB FALL FAIR, 1978

REF: A) USIA 0652, B) STATE 9618

1. EMBASSY/CONGEN VERY PLEASED WITH PROPOSED THEMES AND
CONTENT CORE EXHIBIT.

2. REGARDING CALCULATION SPACE REQUIRED WE BELIEVE
700 M2 GROSS IS TOO SMALL AND SUGGEST 1000 M2. WE
BASE THIS RECOMMENDATION ON FOLLOWING CONSIDERATIONS:
A) SEPTEMBER 1977 ZAGREB FAIR EXHIBITION WAS 900 M2 GROSS.
B) USIS CORE EXHIBIT THIS YEAR WILL BE LARGER THAN LAST
YEAR'S (172 M2 VS 150 M2).
C) WE ARE HOPING FOR MORE US BUSINESS PARTICIPANTS THIS
FALL (11 IN SEPT 1977).
D) WE BELIEVE SOME INCREASE IN INDIVIDUAL FIRM BOOTH
SIZE IS DESIRABLE.
E) THIS FALL WE WILL HAVE TWO CATALOGUE/VTR SHOWS
RATHER THAN ONE.

3. WE WELCOME INFO REFTEL (B) THAT USDOC SENDING
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MILAN TRADE CENTER OFFICER FOR SITE SURVEY, PREPARATION
OF FINANCIAL PACKAGE FOR POST, AND ADVICE ON INDUSTRY
PARTICIPATION. EMB COMMERCIAL ATTACHE, AS WELL AS
USIS AND ADMIN REPRESENTATIVES, WILL PLAN TO MEET WITH
LYNCH IN ZAGREB.

4. BECAUSE OVERALL THEME OF ZAGREB EXHIBIT IS NOW

COMMERCIALY ORIENTED, AND SINCE IN 12/15/77 MEETING
BETWEEN DAS MORAN, OIM DIRECTOR GARNITZ AND EMBASSY ECON
COUNSELOR EVANS, DOC AGREED TO PROVIDE OVERALL EXHIBIT
MANAGER (WHO WE CONTINUE TO BELIEVE IS ESSENTIAL TO
EFFECTIVE PROMOTIONAL EFFORT AND SUCCESS OF US EXHIBIT),
WE ASSUME USIA MANAGER WOULD DEVOTE HIS ATTENTION
PRIMARILY TO CORE EXHIBIT. AS IN PREVIOUS YEARS WE
CONSIDER IT ADEQUATE IF MANAGER USIA CORE EXHIBIT ARRIVES
POST O/A JULY 20.

5. EMBASSY/CONGEN SUPPORT CATHERMAN RECOMMENDATION OF
USIS SEMINAR ON COMPUTER TECHNOLOGY.
EAGLEBURGER

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NNN

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